HOME BUILDER'S INFORMATION NEEDS SURVEY

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CANADA MORTGAGE AND HOUSING CORPORATION

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I. INTRODUCTION

A. BACKGROUND

Construction is technology-intensive and has the potential to become a high tech industry. Whereas many construction materials and skills have a tradition stretching back thousands of years, many others are of recent origin. New materials, components, assemblies, equipment and related skills abound. Even a set of plans and specifications prepared in the 1960's would have numerous items that have since been replaced.

The ability to compete in the housing industry depends largely on design, location, price, marketing and technological competence. Generally speaking, lower-cost and medium-cost housing has been built close to the minimum standards set by building codes and Residential Standards. Higher cost housing has featured innovative designs and installations.

Despite increased competitive pressure nationally and internationally, the introduction of new and existing building technologies is hampered by the sheer volume of information and compounded by the nature of the industry, comprising thousands of builders, contractors and sub-contractors, manufacturers and suppliers, architects and engineers, and hundreds of thousands of on-site workers.

There are serious shortcomings in the area of construction technology transfer and the need has long been recognized.

For example, when the Canadian Committee on Building Research was set up at the National Research Council, special attention to

technology transfer was built into its terms of reference. This has been applied especially with respect to research bodies and the design professions.

Similarly, the Construction Industry Development Council has a standing committee on Construction Technology, with particular emphasis on the construction process. Its terms of reference include assessing the dissemination process and identifying ways of improving the effectiveness of technology transfer.

The NRC Division of Building Research stated in a 1978 Canadian Building Digest on "Building Technology and Its Use" that "although the transfer of technology has always had the highest priority in the Division's program, it is, despite all efforts, the weakest link in the knowledge system". Another DBR paper, dealing with the Construction Research and Development Program in Canada, estimated that construction industry employers performed less than five per cent of the total R & D and listed five inhibiting factors to the overall program - in which "lack of effectiveness in the transfer of research information to practice" ranked second.

Back in 1975 the Science Council of Canada issued a report on "Technology Transfer in Construction". Among its conclusions were, "In relation to its size, the industry publishes relatively little new technical information. People will not write things down." And, "The work of research professionals needs 'translation' into the vocabulary of field personnel".

A study carried out by the Kellogg Corporation in the United States on major trends and problems likely to be faced by the industry in the 1980's put "Poor Communication and Information Transfer" in eighth place out of 55. A similar survey carried out by the CIDC put it in fourth place.

In the United States, the National Institute of Building Sciences was established with a budget of approximately $2.5 million a year. One of these three major programs is "to encourage the use of new and existing building technologies". It is interesting to note that a recent letter from NIBS said, "This issue of technology transfer is one without an immediate answer . . . and has become a major stumbling block in the Information Division's effective operation. If you should come upon a straightforward solution we would be most happy to learn of it".

The issue of technical communication has many aspects, as pointed out by the Canadian Home Builders' Association (CHBA) during the session on "Technical Communication in the Construction Industry" during the recent Canadian Building Congress. These include access to an information source at a critical time to solve a problem, the need for an ongoing flow of information that allows the builder to improve the technical performance of his product through a careful evolutionary process and, for the industry as a whole, knowledge of the research agenda of the public and private sector actors in technical research. The CHBA established a Technical Research Committee in 1956 and has a sub-committee on communications which assisted in the preparation of technical information in language and format appropriate for the average builder. The Association, however, is limited by dollar resources and there remains the problem that the technical information disseminated is often not applied.

In 1984, John Sandusky, then President of CHBA raised the possibility of developing a joint CHBA - CMHC enterprise for the dissemination of information concerning technological innovation.

B. RESEARCH OBJECTIVES

In order to explore ways of assisting the technology transfer process, Canada Mortgage and Housing Corporation commissioned a survey of builders' information needs. The objectives of this study are to establish:

- the major information gaps for technical and business information as seen by the industry,
- the consequences which accrue from this lack of information,
- the obstacles to meeting these informational needs, and
- the ways and means by which these needs can be efficiently and effectively met.

II. METHODOLOGY

A. SAMPLE STRUCTURE

The data for this study were collected by telephone interview during February, 1986. Both home builders and home renovators were interviewed. Quotas were set such that 80% of the sample was comprised of CHBA and ACPHQ members since this is the approximate proportion of homes built by members represented by these associations in Canada (Table 1, Appendix I). A total of 394 were interviewed with approximately equal representation from each of the five regions across the country (Table 2). The overall response rate for the survey was 74%. The questionnaire which was used is found in Appendix II.

B. RESPONDENT CHARACTERISTICS

All respondents were either presidents or general managers of their firms. In the survey sample, the average (median) number of years in business was 12 years (Table 3). Respondent firms employed an

average of 5 permanent employers. In terms of housing starts, respondent firms started an average of 6 units in 1985 and renovated an average of 2 units in 1985. This suggests that the results may be more indicative of new home builders than home renovators.

III. TECHNOLOGY FINDINGS

A. AWARENESS

Respondents were asked whether they were aware of 5 new building materials and methods, specially:

- polyless house with air-tight drywall;;
- low E glass;
- high efficiency furnaces;
- Tyvek paper; and
- ceiling radiant electrical heating.

Levels of awareness ranged from 79% for high efficiency furnaces to 44% for the polyless house (Table 4). This indicates that there is a wide variation in builder's knowledge of new materials and methods but that there are substantial numbers of new builders who are unaware of each of these materials and methods.

Those builders who were aware of each of these new materials and methods were asked how they first heard about each new materials or method. Trade publications were the source of information most commonly cited by builders for each of the new materials and methods (Table 5). Additional sources of information included seminars/courses, HBA's and demonstrations. However, no single source of information was cited by more than 20% of the builders, indicating that there is no one dominant source of information regarding new materials and methods.

B. ADOPTION

Builders who were aware of the new materials and methods were asked whether they had ever used each material and method in their homes. Adoption and use of new materials and methods ranged from 60% for Tyvek paper to 16% for the polyless house (Table 6). These results indicate that not only are large numbers of builders unaware of new building materials and methods, but that large numbers of builders who are aware of these materials or methods have never used them. In addition, the adoption figures are undoubtedly overstated by the fact that builders were asked if they had ever used these materials or methods rather than whether usually use these materials or methods.

In the case of each material and method, the primary reason cited for not using the new material or method was a lack of market demand. The number of builders who cited this reason for not using a new material or method ranges from 42% in the case of low E glass to 62% in the case of high efficiency furnaces (Table 7).

C. IMPORTANCE OF HAVING LATEST INFORMATION ABOUT NEW MATERIALS AND METHODS

All builders were asked to rate the importance of having the latest technical information in the following areas:

- basement foundations;
- mechanical systems;
- interior/exterior structure;
- interior/exterior finishes; and
- energy conservation.

A majority of builders indicated that it was very important to have the latest technical information in each of these areas (Table 8). The area rated as being most important about which to have the

latest technical information was energy conservation. The vast majority of builders indicated that it was either very important (72%) or somewhat important (22%) to have the latest technical information in this area.

However, builders had a considerable difficulty indicating how specifically the lack of technical information affected their business. Only 21% were able to list how the lack of technical information impacted upon their business (Table 9). This finding suggests that the benefits of having technical information are not directly linked to immediate outcomes.

D. METHODS OF KEEPING BUILDERS UP-TO-DATE REGARDING NEW MATERIALS AND METHODS

Builders were asked to indicate the level of helpfulness of five services designed to help builders become aware of new materials and methods. The five services were:

- demonstrations/trade shows;
- summary information mailed to builders;
- builder workshops;
- seminars/conferences; and
- technical information hot line.

Contrary to the common belief that builders are too busy to read their mail, more builders rated summary information mailed to them as very helpful (40%) or somewhat helpful (44%) than any other activity (Table 10). A large number of builders also found demonstrations/trade shows (43%), builder workshops (36%), seminars/conferences (36%) and a technical information hotline (31%) very helpful.

In terms of the organization best able to provide these services, the majority of builders (53%) indicated that the home builders associations were best suited to providing these services (Table 11). Other associations cited were the construction associations (12%), CMHC (10%) and the home warranty associations (9%). Construction associations were probably mentioned by respondents who belong to a construction association but who build some homes in addition to commercial buildings.

In addition to these services, few builders could think of any other things which could be done to help builders become aware of new materials and methods (Table 12).

IV. BUSINESS MANAGEMENT METHODS FINDINGS

A. AWARENESS

Builders indicated a variety of sources from which they hear about new business management methods, including accountants (16%), home builder associations (15%) and trade publications (12%) (Table 13). These findings confirm that there is not one channel of communication regarding new business management methods.

B. ADOPTION

Builders were asked whether they used a computerized system for any part of their planning, scheduling, budgeting, accounting or other business management activities. The majority of home builders (62%) do not use a computerized system for any part of their business management activities (Table 14). The main reasons given for not using a computerized system were small firm size (50%) and too expensive (14%) (Table 15).

C. IMPORTANCE OF HAVING LATEST INFORMATION ABOUT BUSINESS MANAGEMENT METHODS

All builders were asked to rate the importance of having the latest information about business management methods in the following areas:

- estimating;
- scheduling;
- project management;
- accounting;
- sales and promotion;
- marketing opportunities;
- financing;
- government programs; and
- labour relations.

A majority of builders indicated that it was very important to have the latest information in each of these areas (Table 16). The area rated most important about which to have the latest business management information was financing. The vast majority of builders indicated that it was either very important (61%) or somewhat important (23%) to have the latest business management information in this area.

As with the lack of technical information, builders had considerable difficulty indicating how specifically the lack of business management information affected their business. Only 20% were able to list how the lack of business management information impacted upon their business (Table 20). This finding also indicates that the benefits of having business management information are not directly linked to visible outcomes.

D. METHODS OF KEEPING BUILDERS UP-TO-DATE REGARDING NEW BUSINESS MANAGEMENT METHODS

Builders were asked to indicate the helpfulness of six services designed to help builders become aware of new business management methods. The six services were:

- demonstrations/trade shows;
- summary information mailed to builders;
- builder workshops;
- seminars/conferences;
- telephone hot line; and
- nigh courses.

Again, more builders rated summary information mailed to them as being very helpful (38%) or somewhat helpful (46%) than any other services (Table 18). A large number of builders also found seminars/conferences (37%) and builder workshops (34%) very helpful.

In terms of the organization best able to provide these services, the majority of builders (50%) indicated that the home builders associations were best suited to providing these services (Table 19). Other associations cited were CMHC (8%) and the home warranty associations (8%). In addition to these services, few builders could think of any other things which could be done to help builders become aware of new business management methods (Table 20).

V. GOVERNMENT REGULATIONS FINDINGS

A. AWARENESS

Builders were asked whether they were aware of the new National Building Code. The vast majority of builders (75%) indicated that they were aware of the new code (Table 21). Many builders had

become aware of the new code from either the home builders' associations (32%) or from the government or municipality (17%) (Table 22). Similarly, many builders indicated that they usually become aware of new regulations from either the home builders' associations (29%) or from the government or municipality (14%) (Table 22).

B. IMPORTANCE OF HAVING LATEST INFORMATION ABOUT GOVERNMENT REGULATIONS

All builders were asked to rate the importance of having the latest information about government regulations concerning the following areas:

- zoning;
- occupancy by-laws;
- national codes;
- provincial codes;
- labour codes;
- municipal permits;
- licensing;
- warranties; and
- taxation.

A majority of builders indicated that it was very important to have the latest information in each of these areas except occupancy by-laws and labour codes (Table 23). The areas rated most important about which to have the latest information were national codes and provincial codes. National code and provincial code information was rated as being very important by 70% and 71% of builders, respectively.

As with the lack of technical and business management information, builders had difficulty indicating how specifically the lack of information regarding regulations affected their business. Only 17% were able to cite how the lack of regulatory information impacted upon their business (Table 24). Again, the benefits of having information on the regulatory field are not directly linked to visible outcomes.

C. METHODS OF KEEPING BUILDER UP-TO-DATE REGARDING GOVERNMENT REGULATIONS

Builders were asked to indicate the helpfulness of five services designed to help builders become aware of new regulations. The five services were:

- demonstrations/trade shows;
- summary information mailed to builders;
- builder workshops;
- seminars/conferences; and
- regulatory telephone hot line.

Again, more builders rated summary information mailed to them as being very helpful (57%) or somewhat helpful (31%) than any other service (Table 25).

In terms of the organization best able to provide these services, the most commonly cited organizations were home builders associations (44%), governments (20%), CMHC (12%) and construction associations (12%) (Table 26). In addition to these services, few builders could think of any other things which could be done to help builders become aware of new regulations (Table 29).

VI. PANEL OF INDUSTRY EXPERTS FINDINGS

In order to provide an industry perspective on the survey results, the findings were reviewed with several industry experts. Specifically, four issues were addressed by the industry experts:

- Do the awareness levels reported in the survey for new materials and methods (Table 4) appear to be reasonable?

- Do the adoption rates reported in the survey for new materials/methods and for computerized business management systems (Tables 6, 13) appear to be reasonable?

- Does the reason "no market demand" for not adopting a new material or method (Table 7) mean that customers do not ask for these materials/methods or that customers have not been asked by builders whether they want these materials/methods?

- Is there a contradiction in the fact that builders express interest in new materials/methods (Table 8), business management methods (Table 16), or regulations (Table 23) but cannot give any effects that the lack of knowledge concerning these had affected their business (Tables 9, 17, 24)?

Regarding the first issue concerning the awareness levels reported in the survey of new materials and methods, there was general agreement among the industry experts that the awareness levels were reasonable, although in some regions the awareness levels seemed a bit high.

There was also general agreement that among the industry experts that the adoption levels for the new materials/methods and computerized business management systems were reasonable, with one notable except. The adoption level for ceiling radiant electrical heating appeared to be unreasonably high to several industry experts. The unexpectedly high

adoption rate may be due to three factors: sampling fluctuation, courtesy bias on the respondent's part, and reference to an earlier ceiling radiant electrical heating system available 15 years ago. Again, the crucial point to recall when interpreting these findings is that the adoption question asked builders if they had ever used each material/method, not whether they were always using each material/method.

Regarding the third issue which was concerned with the interpretation of "no market demand" several points were made by the industry experts. First, a clear difference exists between custom built homes and homes built on spec. For homes built on spec, the home is built before the sale is made so there is less opportunity to get from customers information concerning building materials or methods. Second, some of these materials/methods are fairly technical in nature, such as the polyless house or Tyvek paper and few customers are likely to be aware of these materials/methods. These materials/methods are not selling features.

Taken together, these comments suggest that "no market demand" contains the following elements:

- For fairly technical materials/methods such as Tyvek paper or the polyless house, no market demand refers to the fact that these features are not selling features from the point of view of customer demands and that they are only likely to be adopted if they can be related to other selling features such as reduced costs and hence, reduced selling prices.

- For less technically oriented materials/methods, a differentiation must be made between homes built on spec and custom built homes. No market demand in the case of custom built homes refers to a lack of customers requesting the material/method when asked by builders.

EXHIBIT 1

ELEMENTS OF "NO MARKET DEMAND"

		TYPE OF PRODUCT	
		NON-TECHNICAL	TECHNICAL
TYPE OF SALE	BUILT ON SPEC	Not requested, customers not asked, no market signals	Not selling features through cost reductions, etc.
	CUSTOM BUILT	Not requested by customer when asked by builder	

- For less technically oriented materials/methods when homes are built on spec, no market demand refers to both a lack of customers requesting the material/method and, to a much lesser extent, builders not asking customers about whether they wanted the material/method. In a competitive home building market, there are several other "market signals" which indicate which materials/methods are in demand including such things as past sales of homes with specific materials/methods and competitors' successes/failures in introducing new materials/methods.

These elements of no market demand are summarized in Exhibit 1.

Regarding the fourth issue addressed by the industry experts which concerned a possible contradiction between builders' interest in information concerning new materials/methods, business methods and government regulations and their inability to indicate how a lack of information has affected their businesses, two comments can be made:

- Industry experts felt that builders had a genuine interest in new developments in home building.

- The failure to indicate how a lack of information had affected respondents was interpreted by the industry experts as suggesting that information concerning new developments in home building currently provided to builders is not geared to telling builders <u>how</u> a new material/method, business management method or regulation affects their business.

VII. CONCLUSIONS

There are several implications from these findings.

KEY FINDING	IMPLICATION
• Awareness of new materials/ methods, business management methods and regulations is low.	• Current channels of providing information to home builders are inadequate. • Concerted actions are required to improve these information channels.
• Adoption rates for new materials/methods are low.	• Current efforts to assist builders in adopting new materials/methods have been inadequate.
• Regarding business management methods, a substantial number of builders have introduced computerized business management activities.	• Computer based information channels to builders should be explored.
• The main reason cited for not adopting new materials/methods was a lack of market demand.	• Information provided to builders should stress the increased saleability of homes utilizing new materials/methods in addition to technical aspects.
• Interest in new home building materials/methods, business management methods and government regulations is high.	• Home builders are receptive to receiving information about new materials/methods, business management methods and government regulations.
• Many builders cannot identify how a lack of information about new materials/methods, business management methods and government regulations has affected their businesses.	• Information currently provided to builders about new materials/methods, business management methods and government regulations should stress how the information can help builders in their businesses.
• Energy conservation was rated as the most important area to have the latest technical information about.	• Efforts to increase the technical information available for builders should start with energy conservation topics.
• Financing was rated as the most important business management area to have information about.	• Efforts to increase the business management information available to builders should start with financing topics.

KEY FINDING	IMPLICATION
• National and provincial building codes were rated as the most important regulatory areas to have the latest information about.	• Efforts to increase the regulatory nformation available to builders should start with national and provincial building code topics.
• Demonstrations/trade shows and summary information in the mail were rated as the most helpful way to provide technical information to builders.	• Summary information in the mail is the single, most effective channel of information for providing builders with technical, business management and regulatory information.
• Summary information in the mail and seminars/conferences were rated as the most helpful ways to provide business management information to builders.	
• Summary information in the mail was rated as the most helpful way to provide regulatory information to builders.	
• Builders in this sample feel that home builders' associations are best able to provide them with technical, business and regulatory information.	• Summary information provided to builders would be best received if sponsored by home builders' associations.

APPENDIX I

DETAILED RESULTS

TABLE 1

SAMPLE DISTRIBTION BY HOME BUILDERS' ASSOCIATION MEMBERSHIP

SAMPLE SIZE	394
MEMBERS	80%
NON-MEMBERS	20

TABLE 2

SAMPLE DISTRIBTION BY REGION

SAMPLE SIZE	394
B.C.	22%
WEST	18
ONTARIO	19
QUEBEC	21
ATLANTIC	20

TABLE 3

RESPONDENT CHARACTERISTICS

	TOTAL SAMPLE
SAMPLE SIZE	394
YEARS IN BUSINESS (MEDIAN)	12
NUMBER OF PERMANENT EMPLOYEES (MEDIAN)	5
NUMBER OF HOUSING STARTS IN 1985 (MEDIAN)	6
NUMBER OF HOUSES RENOVATED IN 1985 (MEDIAN)	2

TABLE 4

AWARENESS OF NEW BUILDING MATERIALS AND METHODS (Q. 1)

(National Sample)

	BUILDING MATERIAL OR METHOD				
	POLYLESS HOUSE	LOW E GLASS	HIGH EFFICIENCY FURNACES	TYVEK PAPER	CEILING RADIANT ELECTRICAL HEATING
SAMPLE SIZE	394	394	394	394	394
AWARE	44%	46%	79%	60%	77%
NOT AWARE	56	54	21	40	23

TABLE 5

HOW BUILDERS HEAR ABOUT NEW BUILDING MATERIALS AND METHODS (Q. 2)[1,2]

	BUILDING MATERIAL OR METHOD				
	POLYLESS HOUSE	LOW E GLASS	HIGH EFFICIENCY FURNACES	TYVEK PAPER	CEILING RADIANT ELECTRICAL HEATING
SAMPLE SIZE	167	172	291	224	286
TRADE PUBLICATIONS	16%	17%	12%	10%	11%
SEMINARS, COURSES	16	6	6	5	6
HBA'S	13	4	4	7	4
DEMONSTRATIONS	7	6	5	11	10
T.V.	5	2	3	4	2
WORD OF MOUTH	5	6	9	4	10
OTHER BUILDERS	4	4	2	3	3
CONTRACTORS	5	2	8	2	10
SUPPLIERS, MANUFACTURERS	5	25	15	30	15
OTHERS	24	28	35	24	29

[1] BASED ON FIRST MENTIONS

[2] ASKED ONLY OF RESPONDENTS WHO WERE AWARE OF EACH MATERIAL OR METHOD

TABLE 6

BUILT HOME USING NEW BUILDING MATERIALS OR METHODS (Q. 3)[1]

	BUILDING MATERIAL OR METHOD				
	POLYLESS HOUSE	LOW E GLASS	HIGH EFFICIENCY FURNACES	TYVEK PAPER	CEILING RADIANT ELECTRICAL HEATING
SAMPLE SIZE	173	180	308	235	304
YES, HAS BUILT HOME USING NEW BUILDING MATERIALS/METHODS	16%	31%	50%	60%	27%
NO, HAS NOT BUILT HOME USING NEW BUILDING MATERIALS/METHODS	84	69	50	40	73

[1] ASKED ONLY OF THOSE RESPONDENTS WHO WERE AWARE OF EACH MATERIAL OR METHOD

TABLE 7

REASONS FOR NOT USING NEW BUILDING MATERIALS OR METHODS (Q. 4)[1,2]

	BUILDING MATERIAL OR METHOD				
	POLYLESS HOUSE	LOW E GLASS	HIGH EFFICIENCY FURNACES	TYVEK PAPER	CEILING RADIANT ELECTRICAL HEATING
SAMPLE SIZE	120	108	111	754	184
NO MARKET DEMAND	49%	42%	62%	52%	51%
NOT AVAILABLE IN AREA	7	6	3	7	3
TOO NEW	8	5	3	5	5
DON'T LIKE	9	5	3	7	5
DON'T KNOW HOW TO USE	6	3	2	8	3
NO ADVANTAGE	2	1	6	0	4
TOO EXPENSIVE	11	33	15	7	20
OTHERS	8	5	6	14	9

[1] BASED ON FIRST MENTIONS

[2] ASKED ONLY OF THOSE RESPONDENTS WHO WERE AWARE OF EACH MATERIAL OR METHOD

TABLE 8

INPORTANCE OF HAVING LATEST TECHNICAL INFORMATION (Q. 5)

IMPORTANCE OF HAVING LATEST TECHNICAL INFORMATION	AREA OF HOME BUILDING				
	BASEMENT FOUNDATION	MECHANICAL SYSTEMS	INTERIOR/ EXTERIOR STRUCTURE	INTERIOR/ EXTERIOR FINISHES	ENERGY CONSERVATION
SAMPLE SIZE	394	394	394	393	394
VERY IMPORTANT	62%	57%	57%	63%	72%
SOMEWHAT IMPORTANT	24	27	29	25	22
NOT VERY IMPORTANT	8	10	9	9	3
NOT AT ALL IMPORTANT	6	6	5	3	3

TABLE 9

HOW LACK OF TECHNICAL INFORMATION HAS AFFECTED HOME BUILDER'S BUSINESS (Q. 6)

	FIRST MENTION	SECOND MENTION	OTHER MENTION	TOTAL MENTION
SAMPLE SIZE	394	394	394	394
LOST SALES	4%	1%	0	5%
INCREASED COSTS	3	2	0	5
REDUCED PROFITS	2	1	0	3
HIGHER MAINTENANCE	1	1	0	2
RETROFIT REQUIRED	1	1	1	3
NO BUILDING INSPECTION APPROVAL	1	1	1	3
MORE CALL BACKS	1	1	1	3
OTHERS	8	1	0	9
NO EFFECT	79	-	-	-

TABLE 10

HELPFULNESS OF WAYS OF ASSISTING BUILDERS IN BECOMING AWARE OF NEW HOME BUILDING MATERIALS AND METHODS (Q. 7)

HELPFULNESS	DEMONSTRATIONS/ TRADE SHOWS	SUMMARY INFO IN MAIL	BUILDER WORKSHOPS	SEMINARS/ CONFERENCES	TECHNICAL INFO TELEPHONE HOTLINE
SAMPLE SIZE	394	394	391	391	391
VERY HELPFUL	43%	46%	36%	36%	31%
SOMEWHAT HELPFUL	44	44	36	40	31
NOT VERY HELPFUL	9	8	19	16	22
NOT AT ALL HELPFUL	4	2	9	8	16

TABLE 11

ORGANIZATION BEST ABLE TO ASSIST HOME BUILDERS
IN BECOMING AWARE OF NEW BUILDING MATERIALS/METHODS[1] (Q. 8)

SAMPLE SIZE	339
HOME BUILDERS' ASSOCIATIONS	53%
CONSTRUCTION ASSOCIATIONS	12
CMHC	10
HOME WARRANTY ASSOCIATION	9
CONTRACTORS' ASSOCIATION	4
MANUFACTURERS' ASSOCIATION	3
OTHERS	9

[1] BASED ON FIRST MENTIONS

TABLE 12

OTHER THINGS WHICH COULD BE DONE TO HELP HOME BUILDERS BECOME AWARE OF NEW BUILDING MATERIALS AND METHODS (Q. 9)

	TOTAL SAMPLE
SAMPLE SIZE	394
NOTHING ELSE	92%
MORE, BETTER INFO	2
MORE REPORTS	1
MORE MEETINGS	1
OTHERS	4

TABLE 13

USE OF COMPUTERIZED SYSTEM FOR BUSINESS MANAGEMENT (Q. 16)

SAMPLE SIZE	394
YES, HAS COMPUTERIZED SYSTEM	38%
NO, DOES NOT HAVE COMPUTERIZED SYSTEM	62

TABLE 14

REASONS WHY BUILDER DOES NOT USE COMPUTERIZED SYSTEM FOR BUSINESS MANAGEMENT (Q. 17)[1]

SAMPLE SIZE	240
FIRM IS TOO SMALL	50%
WILL BE INSTALLING SYSTEM	11
DON'T WANT SYSTEM	10
TOO EXPENSIVE	14
NO ADVANTAGE	7
OTHERS	8

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[1] ASKED ONLY OF THOSE RESPONDENTS WHO WERE NOT USING A COMPUTERIZED BUSINESS MANAGEMENT SYSTEM

TABLE 15

HOW BUILDERS HEAR ABOUT NEW BUSINESS MANAGEMENT METHODS (Q. 10)

	TOTAL SAMPLE
SAMPLE SIZE	342
ACCOUNTANTS	16%
HOME BUILDERS ASSOCIATION	15
TRADE PUBLICATIONS	12
MAIL	9
SEMINARS, COURSES	8
WORD OF MOUTH	6
OTHER BUILDERS	5
BROCHURES	5
OTHER	29

TABLE 16

IMPORTANCE OF HAVING LATEST INFORMATION OF BUSINESS MANAGEMENT METHODS (Q. 11)

IMPORTANCE OF HAVING LATEST INFORMATION	BUSINESS MANAGMENT METHOD								
	ESTIMATING	SCHEDULING	PROJ. MGMT.	ACCTG.	SALES	MARKET OPPORT.	FINANCING	GOV'T. PROG.	LABOUR RELNS.
SAMPLE SIZE	392	368	390	392	391	387	392	390	391
VERY IMPORTANT	54%	40%	45%	56%	52%	52%	61%	44%	36%
SOMEWHAT IMPORTANT	28	33	28	23	31	29	23	33	34
NOT VERY IMPORTANT	11	18	18	15	12	14	11	12	20
NOT AT ALL IMPORTANT	7	9	9	6	5	5	5	11	10

TABLE 22

HOW HOME BUILDERS HEAR ABOUT THE NEW NATIONAL BUILDING CODE (Q. 19)[1] AND OTHER GOVERNMENT REGULATIONS (Q. 20)

	NEW NATIONAL BUILDING CODE	OTHER GOV'T. REGULATIONS
SAMPLE SIZE	275	383
HOME BUILDERS' ASSOCIATIONS	32%	29%
GOVERNMENT OR MUNICIPALITY	17	14
MAIL	11	12
SEMINARS, COURSES	5	3
WORD OF MOUTH	4	6
TRADE PUBLICATIONS	3	4
NEWSPAPERS	2	10
OTHERS	26	22

[1] ASKED ONLY OF THOSE RESPONDENTS WHO WERE AWARE OF NEW NATIONAL BUILDING CODE

TABLE 23

IMPORTANCE OF HAVING LATEST REGULATORY INFORMATION (Q. 21)

	AREA OF REGULATION								
	ZONING	OCCUPANCY BY-LAWS	NAT'L. CODES	PROV. CODES	LABOUR CODES	MUNIC. PERMITS	LICENSG.	WARRANTIES	GOV'T. TAX'N.
SAMPLE SIZE	393	383	393	393	393	391	387	391	392
VERY IMPORTANT	51%	42%	70%	71%	44%	61%	48%	63%	61%
SOMEWHAT IMPORTANT	20	27	21	19	33	27	33	27	27
NOT VERY IMPORTANT	18	18	5	5	14	6	11	6	7
NOT AT ALL IMPORTANT	11	13	4	5	9	6	9	4	5

TABLE 24

HOW LACK OF INFORMATION ABOUT GOVERNMENT REGULATIONS HAS AFFECTED HOME BUILDERS (Q. 22)

	TOTAL MENTIONS
SAMPLE SIZE	394
LOST SALES	3%
INCREASED COSTS	6
REDUCED PROFITS	5
RETROFIT REQUIRED	1
NO BUILDING INSPECTION APPROVAL	3
DELAYS	2
LESS EFFICIENCY	1
OTHERS	4
NO EFFECT	83

TABLE 25

HELPFULNESS OF WAYS OF ASSISTING BUILDERS
IN BECOMING AWARE OF NEW REGULATIONS (Q. 23)

HELPFULNESS	DEMONSTRATIONS/ TRADE SHOWS	SUMMARY INFO IN MAIL	BUILDER WORKSHOPS	SEMINARS/ CONFERENCES	REGULAR TELEPHONE HOTLINE
SAMPLE SIZE	392	392	390	391	391
VERY HELPFUL	25%	57%	26%	31%	33%
SOMEWHAT HELPFUL	36	31	38	40	34
NOT VERY HELPFUL	22	8	20	16	19
NOT AT ALL HELPFUL	17	4	16	13	14

TABLE 26

ORGANIZATION BEST ABLE TO ASSIST HOME BUILDERS IN BECOMING AWARE OF NEW REGULATIONS (Q. 24)

SAMPLE SIZE	326
HOME BUILDERS' ASSOCIATIONS	44%
GOVERNMENT	20
CMHC	12
CONSTRUCTION ASSOCIATION	12
HOME WARRANTY ASSOCIATION	7
OTHERS	5

TABLE 27

OTHER THINGS WHICH COULD BE DONE TO HELP HOME BUILDERS BECOME AWARE OF NEW GOVERNMENT REGULATIONS (Q. 25)

	FIRST MENTIONS
SAMPLE SIZE	394
NOTHING ELSE/DON'T KNOW	64%
MORE MEETINGS	12
MORE, BETTER INFO	4
MORE REPORTS	3
OTHERS	17

APPENDIX II

THE QUESTIONNAIRE

The Coopers & Lybrand Consulting Group
99 Bank Street, Suite 727
Ottawa, Ontario
K1P 6B9

FOR OFFICE USE ONLY

Card No.:	1	1
Resp. No.:	___	2-4
Project No.:	202-329	5-10

BUILDERS' INFORMATION NEEDS SURVEY

Hello, I'm _____ from The Coopers & Lybrand Consulting Group. We are conducting a survey of Canadian home builders for the Canada Mortgage and Housing Corporation, in conjunction with the Canadian Home Builders' Association. This survey concerns the information needs of builders. May I please speak to the president or the general manager of your company. **(WHEN YOU HAVE THE RIGHT PERSON, RE-INTRODUCE YOURSELF, IF NECCESARY.)**

NOTE: **If person is not available, make appointment when person will be available.**

A. Is your firm involved in home building or home renovations?

Yes 1
No 2 → **THANK AND TERMINATE**

B. Is your firm a member of a local, provincial or national home builders association?

Yes 1
No 2 → **CHECK QUOTA. IF QUOTA REACHED THANK & TERMINATE.** __ 11

SECTION A: TECHNICAL INFORMATION SECTION

The first few questions are about new materials and methods in home building.

1. Are you aware of each of the following new materials and methods? **READ LIST STARTING AT "X", CONTINUE UNTIL ALL ITEMS ARE READ.**

	YES	NO	
Polyless house with air-tight drywall	1	2	__ 12
Low E Glass	1	2	__ 13
High Efficiency Furnaces	1	2	__ 14
Tyvek Paper	1	2	__ 15
Radiant Electrical Heating in the ceiling	1	2	__ 16

→ **IF NO TO ALL, SKIP TO Q.5**

2. How did you first hear about . . . **READ LIST OF MATERIALS/METHODS RESPONDENT HAS HEARD ABOUT FROM QUESTION 1. PROBE FOR SOURCE AND MEDIA.**

Polyless house with airtight drywall?

_____ 17-18
_____ 19-20
_____ 21-22

Low E Glass?

_____ 23-24
_____ 25-26
_____ 27-28

High Efficiency Furnaces?

_____ 29-30
_____ 31-32
_____ 33-34

Tyvek Paper?

_____ 35-36
_____ 37-38
_____ 39-40

Radiant Electrical Heating in the Ceiling?

_____ 41-42
_____ 43-44
_____ 45-46

3. Have you ever built a home that used . . . **READ LIST OF MATERIALS/METHODS RESPONDENT HAS HEARD ABOUT FROM QUESTION 1.**

	Yes	No		
Polyless house with air-tight drywall	1	2		47
Low E. Glass	1	2		48
High Efficiency Furnaces	1	2	→ **IF YES TO ALL, SKIP TO Q.5**	49
Tyvek Paper	1	2		50
Radiant Electrical Heating in the Ceiling	1	2		51

4. Why have you never used . . . READ LIST OF MATERIALS/METHODS RESPONDENT HAS NEVER USED FROM QUESTION 3.

	Polyless house with airtight drywall	Low E Glass	High Efficiency Furnaces	Tyvek Paper	Radiant Electrical Heating	
Not available in their area	1	1	1	1	1	52-53
Don't know where to obtain	2	2	2	2	2	54-55
Don't know how to use/install	3	3	3	3	3	56-57
No market demand	4	4	4	4	4	58-59
Other (please specify)						60-61
_____	5	5	5	5	5	62-63
_____	6	6	6	6	6	64-65
						66-67
						68-69
						70-71

5. How important is it to you that you have the latest technical information in each of the following areas? READ LIST, THEN SCALE.

	Very Important	Somewhat Important	Not very Important	Not at all Important	
Basements and Foundations	1	2	3	4	72
Mechanical systems (i.e.. plumbing, heating and electrical)	1	2	3	4	73
Interior and exterior structure	1	2	3	4	74
Interior and exterior finishes	1	2	3	4	75
Energy Conservation	1	2	3	4	76

2 1

2-4

6. How has the lack of technical information, in any area, affected your business? PROBE. Any other ways?

	First Mention	Second Mention	Other Mentions	
Lost sales/less competitive	1	2	3	__ 5
Increased costs	1	2	3	__ 6
Reduced profits	1	2	3	__ 7
Higher maintenance costs	1	2	3	__ 8
Retrofit required	1	2	3	__ 9
Unable to get building inspection approval	1	2	3	__ 10
More callbacks	1	2	3	__ 11
Others (please specify)				
_____	1	2	3	12-13
_____	1	2	3	__ 14
_____	1	2	3	15-16
No effect/No others	1	2	3	__ 17
				__ 18

7. As a way of assisting you in becoming aware of new home building materials and methods, how helpful would the following activities be? READ LIST, THEN SCALE.

	Very Helpful	Somewhat Helpful	Not Very Helpful	Not At all Helpful	
Demonstrations and trade shows	1	2	3	4	__ 19
Summary information mailed to you	1	2	3	4	__ 20
Builder workshops	1	2	3	4	__ 21
Seminars and conferences	1	2	3	4	__ 22
Technical information - telephone hotline with an 800 number	1	2	3	4	__ 23

8. Which organization or association would be best able to provide these activities? PROBE. Any others?

_____ 24-25

_____ 26-27

_____ 28-29

9. Is there anything else that could be done to help builders like yourself become aware of new home building materials and methods? **PROBE.** Anything else?

_____ 30-31

_____ 32-33

_____ 34-35

SECTION B: BUSINESS MANAGEMENT INFORMATION

The next set of questions cover business management methods such as scheduling, project management and accounting.

10. Generally speaking, how do you normally hear about new business management methods for home builders? **PROBE FOR SOURCE AND MEDIA.** Any other ways?

_____ 36-37

_____ 38-39

_____ 40-41

11. How important is it to you that you have the latest information about each of the following business management areas? **READ LIST, THEN SCALE.**

	Very Important	Somewhat Important	Not very Important	Not at all Important	
Estimating	1	2	3	4	42
Scheduling	1	2	3	4	43
Project Management	1	2	3	4	44
Accounting	1	2	3	4	45
Sales and promotion	1	2	3	4	46
Market opportunities	1	2	3	4	47
Financing	1	2	3	4	48
Government programs	1	2	3	4	49
Labour relations	1	2	3	4	50

12. How has the lack of the latest business management information affected your business? **DO NOT READ LIST. PROBE.** Any other ways?

	First Mention	Second Mention	Other Mentions	
Lost sales	1	2	3	__ 51
Increased costs	1	2	3	__ 52
Reduced profits	1	2	3	__ 53
Others (please specify)				__ __ 54-55
_____	1	2	3	__ 56
_____	1	2	3	57-58
_____	1	2	3	__ 59
No effect/No others	1	2	3	__ 60

13. As a way of assisting you in becoming aware of new business management methods, how helpful would the following activities be? **READ LIST, THEN SCALE.**

	Very Helpful	Somewhat Helpful	Not very Helpful	Not at all Helpful	
Demonstrations and trade shows	1	2	3	4	__ 61
Summary information mailed to you	1	2	3	4	__ 62
Builder workshops	1	2	3	4	__ 63
Seminars and conferences	1	2	3	4	__ 64
Technical information telephone hotline with an 800 number	1	2	3	4	__ 65
Night Courses	1	2	3	4	__ 66

16. Which organization or association would be best to provide these activities? **PROBE.** Any others?

_____ 67-68

_____ 69-70

_____ 71-72

15. Is there anything else that could be done to help builders like yourself become aware of new business management methods? **PROBE.** Anything else?

_____ 73-74
_____ 75-76
_____ 77-78

16. Does your firm currently use a computerized system for any part of your planning, scheduling, budgeting, accounting or other business management activities?

Yes 1 → **GO TO SECTION C** __ 79
No 2

3 1

17. Why does your firm not use a computerized system for business management activities? **PROBE.** Any other reasons? 2-4

_____ 5-6
_____ 7-8
_____ 9-10

SECTION C: GOVERNMENT REGULATIONS

The next set of questions concern government regulations.

18. Are you aware that a new National Building Code was issued last year?

Yes 1
No 2 → **GO TO QUESTION 20** __ 11

19. How did you first hear about the new National Building Code?

_____ 12-13
_____ 14-15
_____ 16-17

20. Generally speaking, how do you hear about new government regulation? **PROBE.** Any other ways?

_____ 18-19
_____ 20-21
_____ 22-23

21. How important is it to you that you have the latest information about each of the following types of regulations? READ LIST. THEN SCALE.

	Very Important	Somewhat Important	Not very Important	Not at all Important	
Zoning	1	2	3	4	__ 24
Occupancy by-laws	1	2	3	4	__ 25
National building codes	1	2	3	4	__ 26
Provincial building codes	1	2	3	4	__ 27
Labour codes	1	2	3	4	__ 28
Municipal Permits	1	2	3	4	__ 29
Licensing	1	2	3	4	__ 30
Warranties	1	2	3	4	__ 31
Taxation	1	2	3	4	__ 32

22. How has the lack of information about government regulations affected your business? DO NOT READ LIST. PROBE. Any other ways?

	First Mention	Second Mention	Other Mentions	
Lost sales	1	2	3	__ 33
Increased costs	1	2	3	__ 34
Reduced profits	1	2	3	__ 35
Retrofit required	1	2	3	__ 36
Unable to get building inspection approval	1	2	3	__ 37
Others (please specify)				__ __ 38-39
_____	1	2	3	__ 40
_____	1	2	3	41-42
_____	1	2	3	__ 43
No effect/No others	1	2	3	__ 44

23. As a way of assisting you in becoming aware of new government regulations how helpful would the following activities be? READ LIST, THEN SCALE.

	Very Helpful	Somewhat Helpful	Not Very Helpful	Not At all Helpful	
Demonstrations and trade shows	1	2	3	4	45
Summary information mailed to you	1	2	3	4	46
Builder workshops	1	2	3	4	47
Seminars and conferences	1	2	3	4	48
Government regulation information telephone hotline with an 800 number	1	2	3	4	49

24. Which organization or association would be best to provide these activities? PROBE. Any others?

_____ 50-51

_____ 52-53

_____ 54-55

25. Is there anything else that could be done to help builders like yourself become aware of new government regulations? PROBE. Anything else?

_____ 56-57

_____ 58-59

_____ 60-61

SECTION D: BUILDER CHARACTERISTICS

Finally, a few questions to help us classify your answers along with those of everyone else who is participating in the survey.

26. Approximately, how many years has your firm been in business?

_____ years 62-63

27. How many permanent employees, including yourself, currently work in your firm?

_____ employees — 64-66

28. In 1985, how many new housing units did your firm start?

_____ housing units — 67-70

29. And, in 1985, how many housing units did your firm renovate?

_____ housing units — 71-74

30. **DO NOT ASK BUT RECORD.**

City: _____ — 75-76

31. **TO BE ASKED IN TORONTO ONLY.** We are going to be holding a group discussion in Toronto sometime in February with a random sample of builders like yourself, who have completed this interview. The purpose of the group discussion would be to review in more detail, your experiences and opinions about technical, management and regulatory information available to and used by home builders.

If you are selected at random after the telephone survey is finished, would you be interested in attending the group discussion?

Yes 1
No 2 → **THANK AND TERMINATE**

32. Could you give me your name and telephone number again.

Name: _____
Telephone Number: _____

THANK YOU VERY MUCH
FOR YOUR COOPERATION

Le Groupe conseil Coopers & Lybrand
99 Bank Street, Suite 727
Ottawa, Ontario
K1P 6B9

RÉSERVÉ AU BUREAU

No. de fiche: 1 1
No. de resp.: 2-4
No. de projet: 202-329 5-10

ENQUÊTE SUR LES BESOINS EN INFORMATION DES CONSTRUCTEURS

Bonjour! Mon nom est _____ du Groupe conseil Coopers & Lybrand. Notre firme mène une enquête auprès des constructeurs d'habitations canadiens, pour le compte de la Société canadienne d'hypothèques et de logement. Le but de cette enquête, faite en collaboration avec l'Association canadienne des constructeurs d'habitations, est de connaître les besoins en informations des entrepreneurs en construction. Pourrais-je parler au président ou au directeur général de votre entreprise, s'il vous plaît? **QUAND VOUS AVEZ LA PERSONNE VOULUE, PRÉSENTEZ-VOUS DE NOUVEAU, SI C'EST NÉCESSAIRE.**

N.B.: Si vous ne pouvez parler à la personne en question, prendre rendez-vous.

A. Est-ce que votre firme est impliquée dans la constuction ou la rénovation d'habitations?

Oui 1
Non 2 → **REMERCIER ET TERMINER.**

B. Votre entreprise est-elle membre d'une association locale, provinciale ou nationale de constructeurs d'habitations?

Oui 1 → **VÉRIFIER LE QUOTA. S'IL EST ATTEINT, REMERCIER ET TERMINER.**
Non 2

_ 11

SECTION A: INFORMATIONS TECHNIQUES

Les premières questions portent sur les nouvelles méthodes et les nouveaux matériaux employés dans la construction des habitations.

1. Connaissez-vous les nouvelles méthodes de construction et les nouveaux matériaux suivants? **(LIRE TOUTE LA LISTE EN PARTANT DE "X".)**

	Oui	Non	
La maison sans membrance de polyéthylène, avec panneaux de revêtement intérieur étanches à l'air	1	2	_ 12
Le vitrage isolant superefficace (à pellicule traitée)	1	2	_ 13
Les générateurs de chaleur à haute efficacité	1	2	_ 14
Le papier de revêtement Tyvek	1	2	_ 15
Le chauffage électrique à rayonnement par le plafond	1	2	_ 16

→ **SI NON DANS TOUS LES CAS, PASSER À LA QUESTION 5.**

2. De quelle manière avez-vous appris l'existence de . . . **REPRENDRE LA LISTE DE MATÉRIAUX OU LES MÉTHODES DE LA QUESTION 1 QUE LE RÉPONDANT CONNAIT. INSCRIRE LA SOURCE ET LE MEDIA S'IL Y A LIEU.**

La maison sans membrane de polyéthylène, avec panneaux de revêtement intérieur étanches à l'air

_____ 17-18
_____ 19-20
_____ 21-22

Le vitrage isolant superefficace (à pellicule traitée)

_____ 23-24
_____ 25-26
_____ 27-28

Les générateurs de chaleur à haute efficacité

_____ 29-30
_____ 31-32
_____ 33-34

Le papier de revêtement Tyvek

_____ 35-36
_____ 37-38
_____ 39-40

Le chauffage électrique à rayonnement par le plafond

_____ 41-42
_____ 43-44
_____ 45-46

3. Avez-vous déjà construit une habitation en utilisant . . . **LIRE LA LISTE DES MÉTHODES ET MATÉRIAUX QUE LE RÉPONDANT CONNAIT D'APRÈS LA QUESTION 1.**

	Oui	Non	
Panneaux de revêtement intérieur étanches à l'air pour une maison sans membrane de polyéthylène	1	2	47
Vitrage isolant superefficace (à pellicule traitée)	1	2	48
Générateurs de chaleur à haute efficacité	1	2	49
Papier de revêtement Tyvek	1	2	50
Chauffage électrique à rayonnement par le plafond	1	2	51

→ **SI OUI DANS TOUS LES CAS, PASSER À LA QUESTION 5.**

4. Pourquoi ne vous êtes-vous jamais servi de . . . **REPRENDRE LES ÉLÉMENTS DE LA QUESTION 3 QUE LE RÉPONDANT N'A JAMAIS UTILISÉS.**

ÉLÉMENTS:

A: Panneaux de revêtement intérieur étanches à l'air pour une maison sans membrane de polyéthylène
B: Vitrage isolant superefficace(à pellicule traitée)
C: Générateurs de chaleur à haute efficacité
D: Papier de revêtement Tyvek
E: Chauffage électrique à rayonnement par le plafond

	A	B	C	D	E	
Pas disponible dans sa région	1	1	1	1	1	52-53
Ne sait pas où s'en procurer	2	2	2	2	2	54-55
Ne sait pas comment ça s'utilise/ s'installe	3	3	3	3	3	56-57
Aucune demande	4	4	4	4	4	58-59
Autre raison (préciser)						60-61
_____	5	5	5	5	5	62-63
_____	6	6	6	6	6	64-65
						66-67
						68-69
						70-71

5. Dans quelle mesure trouvez-vous important, pour vous, d'avoir les plus récentes informations techniques dans chacun des domaines suivants? **LIRE LA LISTE PUIS L'ÉCHELLE.**

	Très important	Assez important	Pas très important	Sans aucune importance	
Fondations	1	2	3	4	72
Éléments de charpente	1	2	3	4	73
Systèmes mécaniques	1	2	3	4	74
Éléments de finition	1	2	3	4	75
Économie d'énergie	1	2	3	4	76
					2 1
					2-4

6. De quelle manière le manque d'informations techniques a-t-il nui à votre entreprise? SONDER. D'autres effets néfastes?

	Premier effet indiqué	Deuxième	Autres	
Baisse des ventes/moins de compétition	1	2	3	_ 5
Accroissement des coûts	1	2	3	_ 6
Réduction des bénéfices	1	2	3	_ 7
Coûts d'entretien plus élevés	1	2	3	_ 8
Modernisation requise	1	2	3	_ 9
Approbation de l'inspecteur en bâtiment refusée	1	2	3	_ 10
Plaintes plus nombreuses	1	2	3	_ 11
Autres effets (préciser)				
_____	1	2	3	12-13 _ 14
_____	1	2	3	
_____	1	2	3	15-16 _ 17
Aucun effet/Aucun autre effet	1	2	3	_ 18

7. Dans quelle mesure les moyens suivants seraient-ils utiles pour vous mettre au courant des nouveaux matériaux et des nouvelles méthodes de construction? LIRE LA LISTE PUIS L'ÉCHELLE.

	Très utile	Assez utile	Pas très utile	Inutile	
Démonstrations et expositions	1	2	3	4	_ 19
Informations sommaires par la poste	1	2	3	4	_ 20
Ateliers de constructeurs	1	2	3	4	_ 21
Conférences et colloques d'information	1	2	3	4	_ 22
Information techniques: fournies par une ligne téléphonique directe sans frais	1	2	3	4	_ 23

8. Quelle organisation ou association serait le mieux en mesure d'organiser ou de fournir ces activités? SONDER. Y en a-t-il d'autres?

_____ 24-25

_____ 26-27

_____ 28-29

9. D'autres moyens pourraient-ils être pris pour renseigner des entrepreneurs comme vous sur les nouveaux matériaux et les nouvelles méthodes de construction? **SONDER.** Autre chose?

_____ 30-31

_____ 32-33

_____ 34-35

SECTION B: GESTION COMMERCIALE

Les questions suivantes portent sur les méthodes de gestion commerciale tels l'établissement du budget, la gestion de projets et la comptabilité.

10. En général, comment êtes-vous mis au courant des nouvelles méthodes de gestion commerciale s'appliquant à la construction des habitations? **SONDER POUR LA SOURCE ET LE MÉDIA.** D'autres façons?

_____ 36-37

_____ 38-39

_____ 40-41

11. Dans quelle mesure est-il important pour vous d'avoir les plus récentes informations dans chacun des domaines suivants de gestion commerciale? **LIRE LA LISTE PUIS L'ÉCHELLE.**

	Très important	Assez Important	Pas très important	Sans aucune importance	
Établissement des devis	1	2	3	4	42
Ordonnancement	1	2	3	4	43
Gestion de projets	1	2	3	4	44
Comptabilité	1	2	3	4	45
Vente et promotion	1	2	3	4	46
Possibilités du marché	1	2	3	4	47
Financement	1	2	3	4	48
Programmes gouvernementaux	1	2	3	4	49
Relations de travail	1	2	3	4	50

12. De quelle manière le fait de ne pas posséder les plus récentes informations en matière de gestion commerciale a-t-il nui à votre entreprise? **NE PAS LIRE LA LISTE. SONDER.** D'autres effets néfastes?

	Premier effet indiqué	Deuxième	Autres	
Baisse des ventes	1	2	3	_ 51
Accroissement des coûts	1	2	3	_ 52
Réduction des bénéfices	1	2	3	_ 53
Autres effets (préciser)				_ _ 54-55
_____	1	2	3	_ 56
_____	1	2	3	57-58
_____	1	2	3	_ 59
Aucun effet/Aucun autre effet	1	2	3	_ 60

13. Dans quelle mesure les moyens suivants seraient-ils utiles pour vous mettre au courant des nouvelles méthodes de gestion commerciale? **LIRE LA LISTE PUIS L'ÉCHELLE.**

	Très utile	Assez Utile	Pas très utile	Inutile	
Démonstrations et expositions	1	2	3	4	_ 61
Informations sommaires par la poste	1	2	3	4	_ 62
Ateliers de constructeurs	1	2	3	4	_ 63
Conférences et colloques d'information	1	2	3	4	_ 64
Information techniques: fournies par une ligne téléphonique directe sans frais	1	2	3	4	_ 65
Cours du soir	1	2	3	4	_ 66

14. Quelle organisation ou association serait le mieux en mesure d'organiser ou de fournir ces activités? **SONDER.** Y en a-t-il d'autres.

_____ 67-68

_____ 69-70

_____ 71-72

15. D'autres moyens pourraient-ils être pris pour renseigner des entrepreneurs comme vous sur les nouvelles méthodes de gestion commerciale? SONDER. Autre chose?

_____ 73-74

_____ 75-76

_____ 77-78

16. Utilisez-vous un système informatique pour votre planification, votre ordonnancement, l'établissement de votre budget, votre comptabilité ou d'autres tâches de gestion commerciale?

Oui 1 → PASSEZ À LA SECTION C. _ 79

Non 2 3 1

17. Pourquoi votre entreprise n'a-t-elle pas recours à un système informatique pour sa gestion commerciale? SONDER. D'autres raisons? 2-4

_____ 5-6

_____ 7-8

_____ 9-10

SECTION C: RÉGLEMENTATION GOUVERNEMENTALE

Les prochaines questions portent sur la réglementation gouvernementale.

18. Saviez-vous qu'un nouveau Code national du bâtiment a été publié l'an dernier?

Oui 1

Non 2 → PASSEZ À LA QUESTION 20. _ 11

19. Comment avez-vous appris l'existence du nouveau Code national du bâtiment?

_____ 12-13

_____ 14-15

_____ 16-17

20. En général, comment êtes-vous mis au courant des nouvelles règles mises en vigueur par le gouvernement? SONDER. Par d'autres moyens?

_____ 18-19

_____ 20-21

_____ 22-23

21. Dans quelle mesure est-il important pour vous d'avoir les plus récentes informations au sujet de chacun des genres de règlement suivants? LIRE LA LISTE PUIS L'ÉCHELLE.

	Très important	Assez important	Pas très important	Sans aucune importance	
Zonage	1	2	3	4	24
Occupation	1	2	3	4	25
Code national du bâtiment	1	2	3	4	26
Code provincial du bâtiment	1	2	3	4	27
Code du travail	1	2	3	4	28
Permis municipaux	1	2	3	4	29
Autres autorisations	1	2	3	4	30
Garanties	1	2	3	4	31
Impôts	1	2	3	4	32

22. De quelle manière le fait de manquer d'informations sur la réglementation gouvernementale a-t-il nui à votre entreprise? NE PAS LIRE LA LISTE. SONDER. D'autres effets néfastes?

	Premier effet indiqué	Deuxième	Autres	
Baisse des ventes	1	2	3	33
Accroissement des coûts	1	2	3	34
Réduction des profits	1	2	3	35
Modernisation requise	1	2	3	36
Approbation de l'inspecteur en bâtiment refusée	1	2	3	37
Autres effets (préciser)				38-39
_____	1	2	3	40
_____	1	2	3	41-42
_____	1	2	3	43
Aucun effet/Aucun autre effet	1	2	3	44

23. Dans quelle mesure les moyens suivants seraient-ils utiles pour vous mettre au courant des nouvelles règles adoptées par le gouvernement? LIRE LA LISTE, PUIS L'ÉCHELLE.

	Très utile	Assez utile	Pas très utile	Inutile	
Démonstrations et expositions	1	2	3	4	43
Informations sommaires par la poste	1	2	3	4	46
Ateliers de constructeurs	1	2	3	4	47
Conférences et colloques d'information	1	2	3	4	48
Réglementation governementale: renseignements fournis par une ligne téléphonique directe sans frais	1	2	3	4	49

24. Quelle organisation ou association serait le mieux en mesure d'organiser ou de fournir ces activités? SONDER. Y en a-t-il d'autres?

_____ 50-51

_____ 52-53

_____ 54-55

25. D'autres moyens pourraient-ils être pris pour renseigner des entrepreneurs comme vous sur la nouvelle réglementation governementale? SONDER. Autre chose?

_____ 56-57

_____ 58-59

_____ 60-61

SECTION D: DONNÉES SUR LES CONSTRUCTEURS

Pour terminer, quelques questions qui vont nous aider à classer vos réponses et celles des autres personnes interrogées.

26. Depuis combien de temps, environ, exploitez-vous votre entreprise?

_____ ans 62-63

27. Combien de personnes employez-vous en permanence, vous compris?

_____ personnes — 64-66

28. En 1985, combien de logements votre entreprise a-t-elle mis en chantier?

_____ logements — 67-70

29. En 1985, combien de logements votre entreprise a-t-elle rénovés?

_____ logements — 71-74

30. **NE PAS DEMANDER MAIS ENREGISTRER:**

Ville: _____ 75-76

REMERCIER ET TERMINER

TABLE 17

HOW LACK OF BUSINESS MANAGEMENT METHODS
HAS AFFECTED HOME BUILDERS' BUSINESSES (Q. 12)

	TOTAL MENTIONS
SAMPLE SIZE	394
LOST SALES	5%
INCREASED COSTS	5
REDUCED PROFITS	8
LESS EFFICIENCY	2
LOST TIME	1
OTHERS	4
NO EFFECT	80

TABLE 18

HELPFULNESS OF WAYS OF ASSISTING BUILDERS IN BECOMING AWARE OF NEW BUSINESS MANAGEMENT METHODS (Q. 13)

HELPFULNESS	DEMONSTRATIONS/ TRADE SHOWS	SUMMARY INFO IN MAIL	BUILDER WORKSHOPS	SEMINARS/ CONFERENCES	TELEPHONE HOTLINE	NIGHT COURSES
SAMPLE SIZE	394	391	392	393	391	392
VERY HELPFUL	28%	38%	34%	37%	24%	30%
SOMEWHAT HELPFUL	41	46	33	35	32	33
NOT VERY HELPFUL	19	10	19	15	25	22
NOT AT ALL HELPFUL	12	6	14	13	19	15

TABLE 19

ORGANIZATION BEST ABLE TO ASSIST HOME BUILDERS IN BECOMING AWARE OF NEW BUSINESS MATERIALS/METHODS (Q. 16)[1]

SAMPLE SIZE	304
HOME BUILDERS ASSOCIATIONS	50%
CMHC	8
HOME WARRANTY ASSOCIATION	8
MANUFACTURERS' ASSOCIATION	1
CONSTRUCTION ASSOCIATIONS	13
OTHERS	20

[1] BASED ON FIRST MENTIONS

TABLE 20

OTHER THINGS WHICH COULD BE DONE TO HELP HOME BUILDERS BECOME AWARE OF NEW BUSINESS MANAGEMENT METHODS (Q. 15)

	TOTAL SAMPLE
SAMPLE SIZE	394
NOTHING ELSE/DON'T KNOW	72%
MORE MEETINGS	6
MORE, BETTER INFO	5
MORE REPORTS	4
OTHERS	13

TABLE 21

AWARENESS OF NEW NATIONAL BUILDING CODE (Q. 18)

SAMPLE SIZE	394
YES, AWARE OF CODE	75%
NO, NOT AWARE OF CODE	25